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Eyewitness News Dominates Weekdays 6–7 a.m.

ABC11's Morning News Is Number One in Key Advertiser Demographics in February 2013

The demographics have been released for the recently completed February sweeps and the choice is clear. More and more people are waking up with ABC11 Eyewitness News. In the key morning news hour of 6 a.m. to 7 a.m., Eyewitness News dominates the advertiser-coveted women demographics. In women 25-54, Eyewitness News garners a 6.0 rating and a 34 share, translating to 8,000 more women watching ABC11 than its closest competitor. ABC11's closest competitor has a 4.6 rating/26 share. In women 18-49, Eyewitness News comes out ahead with a 3.6 rating and 30 share, while the closest competitor has a 2.7 rating/23 share.

In the other highly sought-after category of adults 25-54, ABC11 grew 5% year to year in the 6 a.m. hour to rise to a 4.2 rating/29 share, while the closest competitor fell 13% to a 4.1 rating/29 share.*

But the good news doesn't end there for the Eyewitness News morning team. Eyewitness News at 6 a.m. also sweeps the three largest counties in our DMA with women 25-54 and adults 25-54.**



Wake County

ABC11 Eyewitness News M-F/ 6-7 a.m.

6.1 rating W25-54

4.5 rating A25-54

The closest competitor in Wake County has a 3.5 rating W25-54 and a 3.0 A25-54

Cumberland County

ABC11 Eyewitness News M-F/6-7 a.m.

7.1 rating W25-54

4.1 rating A25-54

The closest competitor in Cumberland County has a 2.5 rating W25-54 and a 2.1 A25-54

Durham County

ABC11 Eyewitness News M-F/6-7 a.m.

4.2 rating W25-54

4.3 rating A25-54

The closest competitor in Durham County has a 1.5 rating W25-54 and a 1.1 A25-54

ABC11 is the only local news station with newsrooms in downtown Raleigh, downtown Fayetteville and downtown Durham.

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*Source: Nielsen Live+7 PAV February 2012 & February 2013.

**Source: Nielsen Live+7 County by County Stellar Report.

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